

CASE STUDY

HELPING A FINANCIAL LOGISTICS LEADER “DISCOVER” ITS TRUE BRAND ESSENCE

Among the most highly regarded firms in the B2B software arena, Iron Data boasts a virtual “who’s who” of Global 1000 clients, including some of the world’s best-known and most-admired brands.

In early 2014, the leaders of Iron Data’s transportation division – the arm of the company devoted to helping clients optimize their global supply chains – executed a private equity-backed carve-out and began the process of launching a new firm.

But the clock was ticking: the new firm had a limited amount of time during which it could continue using the “Iron Data Transportation” name and brand before hitting the market with its own stand-alone presence.

Leadership engaged BrandFoundations to craft a compelling and highly differentiated brand that was as commanding as their proprietary technology.

“Everything about BrandFoundations – their team, their process and their work ethic – was truly impressive. They not only guided us step-by-step but developed a brand platform that aligned with our long-term strategy and reflected the passion and beliefs of every employee: something I’ve never seen another agency accomplish. They’re true brand advocates who take our success as seriously as we do. It was amazing to watch them work and to know that we were in such good hands.”

– Jerry Rau, President
Veraction



new website



new logo and tagline



SOLUTION

We began by conducting our customary three-pronged approach to uncovering and bringing to life an organization's most authentic and enduring traits. Our internal brand articulation workshop included a dozen U.S.-based stakeholders as well key employees from five different countries participating via video-conference. This, combined with a company-wide employee survey, helped ensure buy-in across a widely distributed international workforce.

We followed the session and survey with a comprehensive competitive analysis as well as a series of telephone interviews with clients who shared their thoughts about the company over the course of the 20-minute calls.

IMPACT

Findings from the above steps had us landing quickly on an overall brand essence – what clients need the most but couldn't get on their own sifting through mountains of data – of “Discovery.” Discovery of waste and inefficiency. Discovery of a better, more profitable way. Beyond being baked into the messaging library, the theme informed a new name: “Veraction,” where discovery yields “truth” (veritas) that's instantly “actionable.” A new logo and family of dynamic graphics were created and infused throughout a new website and collateral materials to further set the company apart in a rather staid and “me-too” market space.

Finally, Brandstone led a process of securing a series of blue-chip client testimonials, helping strengthen existing relationships and setting the stage for future collaboration and co-branding opportunities.

LET'S TALK ABOUT YOU

We'd welcome the opportunity to learn about *your* organization and its brand challenges.

Our sweet-spots include (but aren't limited to):

- Technology/Telecom
- Financial Services
- Healthcare/Pharmaceutical
- Consumer/Luxury
- Association/Education

Visit www.brandfoundations.us, follow us on Twitter at [@brandbuiltsolid](https://twitter.com/brandbuiltsolid), email us at info@brandfoundations.us, or simply pick up the phone and call us at **914.841.5166**.



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